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ABSTRACT

This scope and sequence guide, developed for a commercial photography vocational education program, represents an initial step in the development of a systemwide articulated curriculum sequence for all vocational programs within the Metropolitan Nashville Public School System. It was developed as a result of needs expressed by teachers, parents, and the business community for sequential structure within the vocational education curriculum. The guide contains an introduction, course description, general course objectives, course content (with specific objectives) in outline format, and a list of resource materials, such as textbooks and audiovisual aids. This three-year commercial photography program involves a study of the historical background of photography, the principles of composition, the parts of a camera, development of film, contact printing and enlarging, the care and use of negatives and prints, and the use of photography in a visually oriented world. The program is designed to allow development of competence ranging from full professional mastery to a basic understanding of photography. (KC)

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COMMERCIAL PHOTOGRAPHY

SCOPE AND SEQUENCE

VOCATIONAL EDUCATION

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Metropolitan Public Schools

Nashville Davidson County, Tennessee

Charles O. Frazier, Director

FOREWORD

This scope and sequence guide, developed for the Commercial Photography Vocational Education program, represents an initial step in the development of a systemwide articulated curriculum sequence for all vocational programs within the Metropolitan Nashville Public School System. It is a direct result of needs expressed by teachers, parents, and the business community for sequential structure within the vocational education curriculum. An articulated vocational curriculum allows a student to move from one level of instruction to the next without repeating learning tasks already mastered, and without experiencing gaps in the presentation of relevant instructional material.

A goal of this curriculum effort is to provide teachers a usable guide based on input from the teachers. The initial step was an identification of course content, with all teachers having an opportunity to contribute. What follows is a publication using the teachers' contributions: a sequential listing of objectives and skills for each program offering.

This guide does not include all specific resource materials that may be used to assist students in acquiring minimum competencies. It is to serve as a guide for the sequence of course content and scope of what is to be taught. This guide content is extremely important and its use is encouraged. The suggested competencies and resource materials allow instructors an opportunity to be creative and resourceful in meeting the needs of individual programs and students.

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INTRODUCTION

Commercial Photography, as a vocational program, is a burgeoning area of study which may be terminated at any level desired by the student with a minimum amount of deprivation.

The purpose of this guide is to provide a continuous course of progression in the teaching of photography in the Metropolitan Public Schools. This guide is not intended to limit the creative thinking of the instructor.

COURSE DESCRIPTION

The Commercial Photography program involves a study of the historical background of photography, the principles of composition, the parts of a camera, development of film, contact printing and enlarging, the care and use of negatives and prints and the use of photography in a visually oriented world.

The program is designed to allow development of competence ranging from full professional mastery to a basic understanding of photography.

GENERAL COURSE OBJECTIVES

1. To provide training in the artistic and vocational aspects of photography
2. To help the student develop knowledge, understanding and skills essential for employment in a professional studio situation or in a paraprofessional function
3. To give the student a thorough background in safety habits as they pertain to chemicals, electricity and personal liability
4. To create in the student a respect for and thorough knowledge of care and use of equipment
5. To teach the operation and maintenance of various types of cameras, black and white and color photography as it relates to film and print procession
6. To teach the theory of black and white and color photography as it relates to film and print procession
7. To give the student an understanding of finishing operations
8. To teach methods of presenting finished products
9. To provide stimulation for a multitude of learning styles
10. To introduce the history of photography areas covert: First concepts of an image to computer light emitting diode digital readout

COURSE CONTENT FOR COMMERCIAL PHOTOGRAPHY I

(First Semester)

I. Introduction and orientation (6 weeks)

Specific objectives:

To understand shop safety procedures
To understand course requirements and expectations
To be aware of class and school policies
To understand Vocational Industrial Clubs of America (VICA)
To be aware of the grading policy
To acquire a background in basic vocabulary
To understand basic photo-taking principles
To understand composition
To become acquainted with masters in the field
To gain a background in basic research skills

A. Understands school policies

B. Understands class policies

C. VICA concepts

D. Learns grading system

E. Learns course requirements

F. Selects report assignment on major photographer

G. Critiques professional photographs

H. Recognizes vocabulary terms

I. Understands camera systems

II. Darkroom orientation (2 weeks)

Specific objectives:

To understand basic black-and-white developing principles
To become oriented to darkroom procedures and safety

Specific objectives continued:

To develop a background in the use of KODAK Black-and-White Data Guide
To become acquainted with darkroom manuals dealing with special problems in printing

A. Uses KODAK Black-and-White Data Guide

B. Uses darkroom manuals

C. Learns darkroom safety

D. Learns basic darkroom procedures

III. **Introduction to negative evaluative techniques (2 weeks)**

Specific objectives:

To develop a background in the criteria involved in choosing a negative
To understand tonal evaluative techniques
To understand methods used to achieve proper contrast
To become acquainted with the concept of proof sheets
To gain experience in preparing proof sheets

A. Uses proof sheet for negative choice

B. Learns steps to the "perfect" negative

C. Understands tonal evaluation

D. Achieves proper contrast

IV. **Camera technique (2 weeks)**

Specific objectives:

To develop a background in camera techniques
To learn techniques of cropping within the camera
To become acquainted with the concept of bracketing

A. Understands depth of field

B. Understands F-stop

C. Understands shutter speed

D. Learns cropping techniques

IV. **Camera technique continued:**

E. Learns bracketing

V. **Print processing (3 weeks)**

Specific objectives:

To obtain more intensified training in negative selection
To experience basic types of black-and-white papers
To obtain training in use of poly-contrast filters in the darkroom

A. Chooses negatives and papers

B. Uses poly-contrast filters

VI. **Density-contrast project (2 weeks)**

Specific objective:

To gain experience with film manipulation without the use of filters

A. Understands exposure variation

B. Learns development control

C. Understands lighting control

VII. **Copying the print (1 week)**

Specific objective:

To become familiar with a variety of methods used in copying prints

A. Uses copy stand and lights

B. Uses tripod and easel

C. Understands free hand copying

COURSE CONTENT FOR COMMERCIAL PHOTOGRAPHY I

(Second Semester)

I. **Portfolio (1 week)**

Specific objectives:

To understand the reason for having a portfolio
To learn the requirements for a specific portfolio for the course

A. Defines a portfolio

B. Gives examples of a portfolio

C. Understands requirements for class portfolio

II. **Post-visualization (2 weeks)**

Specific objectives:

To learn Ansel Adams' Zone System principles
To experience the use or value of the system

A. Defines the zone system

B. Evaluates examples of zone systems marked on photographs

III. **Darkroom control of the print (3 weeks)**

Specific objectives:

To learn the control of print quality through chemical means in the darkroom
To become aware of a variety of printing options

A. Uses Farmer's reducer

B. Etches and adds to negatives

C. Builds up with chromium intensifier

IV. **Filters (1 week)**

Specific objective:

To be introduced to the use of filters as an aid to camera techniques

IV. Filters continued:

A. Uses red, green and yellow filters

B. Uses polarizing filters

C. Uses some special-effects filters

V. Lighting (1 week)

Specific objective:

To learn techniques of studio lighting

A. Eliminates shadows

B. Evaluates hot spots

VI. Push-processing/pull-processing (1 week)

Specific objectives:

To learn methods to decrease or increase effective film speed
To be exposed to varied chemical options for this purpose

A. Understands time as a factor

B. Understands chemical options

VII. Print retouching (2 weeks)

Specific objective:

To learn techniques of and allow students experience in several options open for improving or saving prints

A. Opaques prints

B. Removes scratches

C. Airbrushes prints

D. Chooses etching, additives and/or subtractives

E. Develops paper negative

VIII. Introduction to color films (1 week)

Specific objectives:

To become familiar with color films available
To be introduced to color slide film

A. Develops color negative film

B. Develops color slide film

IX. Mat print production (6 weeks)

Specific objectives:

To learn to prepare flat or hinged mats
To practice learned skills in the production of six mats

A. Cuts mats

B. Selects proper mat sizes

C. Mounts photographs

D. Learns proper print identification procedures

X. The History of Photography

COURSE CONTENT FOR COMMERCIAL PHOTOGRAPHY II

(First Semester)

I. Review of principles from Commercial Photography I

Specific objectives:

To reinforce the knowledges and skills learned in Commercial Photography I
To review safety procedures before beginning work in labs

A. Reviews school and class policies

B. Reviews course description and requirements

C. Selects report assignment on major photographer

D. Reviews vocabulary

E. Reviews darkroom techniques

F. Reviews cameras and their controls

G. Reviews selection techniques, printing and density contrast

H. Reviews print copying

I. Reviews zone system, darkroom control of print and filters

J. Reviews lighting

K. Learns push/pull processing

L. Retouches prints

II. Introductory color unit (9 weeks)

Specific objectives:

To become acquainted with basic principles of color film photography and processing
To participate in experiential situations in varied color media
To obtain hands-on darkroom experiences in dealing with color negatives

A. Becomes oriented to color lab

II. **Introductory color unit continued:**

B. Uses color chemistry

C. Understands film types

D. Develops Ektacolor

E. Understands film codes

F. Uses color processes

G. Understands film emulsion theory

H. Understands filter principles

I. Uses drum and sheet processing

III. **Concurrent lab work and individual evaluation of goals (3 weeks)**

Specific objectives:

To use darkroom time for putting learned color techniques into effect
To determine realizable goals and begin working toward them

A. Receives lab schedule assignments

B. Begins interviews with instructor

C. Applies goals assignments

COURSE CONTENT FOR COMMERCIAL PHOTOGRAPHY II

(Second Semester)

I. **Establishing the use of the color analyzer (1 week)**

Specific objectives:

To be introduced to color analyzer in the darkroom
To apply principles learned in color unit to the understanding of the automated process
To obtain experience in working with the color analyzer

A. Uses photometry devices

B. Uses density and filtration effects

II. **Studio techniques (3 weeks)**

Specific objectives:

To learn techniques employed in a professional studio
To practice those techniques in a professional setting

A. Understands studio basics

B. Understands lighting for color and black and white

C. Analyzes films for studio use

D. Selects corrective filters for different lightings

E. Selects appropriate backdrops

F. Analyzes still-life photography

G. Uses flash techniques

H. Practices darkroom work

III. **Cameras for special purposes (3 weeks)**

Specific objectives:

To become familiar with studio cameras, the "2¼" system and view camera
To experience processing roll and sheet film

III. **Cameras for special purposes continued:**

A. Learns studio camera, its uses and limitations

B. Learns "2¼" system

C. Learns view camera and sheet film use

IV. **Advanced color theory (3 weeks)**

Specific objectives:

To become familiar with additives and subtractives
To be introduced to the process for color separation
To gain experience in creating the "perfect negative"

A. Uses additives and subtractives

B. Uses proper exposure

C. Uses $C_4$1 negative for color separation

V. **Hand coloring of black and white prints (1 week)**

Specific objectives:

To be introduced to hand-coloring methods
To gain experience in studio-type print finishing

A. Uses oils

B. Uses dyes

C. Uses food coloring for special effects

D. Adds extender or thinner to oils

E. Practices rubbed-down oil techniques

F. Applies spray sealant

VI. **Assembling personal negative-print display books (1 week)**

Specific objectives:

To practice putting together examples of negatives of display quality
To develop efficient negative filing system
To learn to protect negatives

Specific objectives continued:

To learn to group negatives according to negative density and print accordingly

A. Analyzes and prints proof sheets and singles

B. Collates each print and its corresponding negative

C. Arranges negatives in specific order

VII. Culminating unit (6 weeks)

Specific objectives:

To practice on-the-spot photography under varied conditions
To set further goals photographically and vocationally
To further investigate options now open to serious students
To preserve "best work" for permanent display

A. Makes photographic trips to local areas

B. Plans possible out-of-town trips

C. Compiles portfolio for evaluation

D. Researches photographic profession, colleges, grants and scholarships

E. Completes final research paper

F. Chooses two matted prints for permanent display

VIII. The History of Photography

COURSE CONTENT FOR COMMERCIAL PHOTOGRAPHY III

(First and Second Semesters)

I. **Videography introduction (6 weeks)**

Specific objectives:

To be introduced to equipment and experience its use
To learn fundamentals of scripting, designing and recording a video presentation

A. Learns video imaging versus chemical imaging

B. Learns uses of portable and studio cameras

C. Uses recording equipment

II. **Independent study course on a practicum basis (30 weeks)**

Specific objectives:

To reach optimum level based on ability and dedication to purpose
To obtain guidance in choosing major emphasis
To obtain direction in pursuing objectives

A. Determines specific goals with aid of instructor

B. Sets up contracts which include deadlines

C. Participates in actual or pseudo work experiences

RESOURCE MATERIALS

Textbooks

Eastman Kodak. Basic Developing, Printing, Enlarging in Black and White. Rochester, New York: Kodak Publications, 1982.

Eastman Kodak. Black and White Darkroom Techniques. Rochester, New York: Kodak Publications, 1981.

Eastman Kodak. The Joy of Photography. Rochester, New York: Kodak Publications, 1980.

Eastman Kodak. Slides - Planning and Producing Slide Programs. Rochester, New York: Kodak Publications, 1984.

Jacobs, Lou. Photography Workbook. New York, New York: Watson-Guptill Publications, 1980.

LaCour, Marshall. Photo Technology. Alsip, Illinois: American Tech. Publishers, 1977.

Nikon. Guide to 35mm SLR Cameras. Garden City, New York: Nikon Inc., 1982.

Rosen, Marvin J. Introduction to Photography. Atlanta, Georgia: Houghton Mifflin Company, 1974.

Time Life. Life Library of Photography. New York, New York: Time Life, 1971.

Audio Visual

Eastman Kodak. Your Programs from Kodak a Catalog of Slide, Movie and Video Programs from Kodak for Sale and Free Load. Rochester, New York: Audio Visual Library Distribution, 343 State Street, Rochester, New York 14650